

Media Monitoring Report – Metal Release

Social and Traditional Media

February 27-29, 2016

Good Morning –

This is a situation specific media monitoring report relating to the Portland metals release. This report contains both traditional and social media sources.

Nick on behalf of the HSPR Team

Traditional Media (Provided by: Nick May)

Political

- Merkley mixes policy, politics, personal (Portland Tribune)
- Oregon Legislature nears end: Which bills are alive, dead and somewhere in between (OregonLive)

Environment

- Portland's toxic air: What you need to know, Feb. 27 (OregonLive)
- Heavy metals in your body? There's a test for that (KRQE)
- Watch: A look inside Bullseye Glass, company at center of Portland toxic air alarm (OregonLive)

Related topics

- Erin Brockovich joins Portland air quality fight (KOIN)
- Class action lawsuit may be coming for Portland glass companies (KGW)
- Regulators Not Worried About Pollution From Seattle Area's Artistic Glassmaker (OPB)

Social Media (Provided by: Julie Black)

Online Groups – What they are discussing within the last 24 hours. NOTE: This is not an exhaustive list. There is more conversation online than what is represented here.

- Neighbors for Clean Air Facebook.
 - **Comments:**
 - DEQ's Air Program should protect public health not its own image. [Link to more on their web page.](#)
 - Portland Air Toxics will be back on KATU News Your Voice Your Vote this morning @9am. It will feature a discussion of the \$2.5M DEQ Air Program budget proposal with Dr. Linda George, Rep. Nosse, Rep. Keny-Guyer, and Mary Peveto. Tune in! <http://katu.com/news/your-voice-your-vote>
 - Picture worth a thousand words. Thank you to all the amazing neighbors and friends who have brought their talents forward! Mark Colman you

bring the faces of this crises to everyone. Thank you! (Image: pregnant woman in gas mask)

- Link to [Mark Colman to Eastside Portland Air Coalition \(Inner SE/NE Air Quality\) February 26 at 10:45am](#) · Feel free to share! I am working on a series of images telling our story and featuring neighbors telling our stories. Please PM me if you would like to participate. Could really use parents, families, kids, gardeners, people with health issues, etc.!
- So many people have told their stories these last few weeks, told the stories of fear and anxiety for their children and themselves. Something is in the air. And it isn't all toxic, it is change. Thank you Sheryl for being so brave and strong and eloquent.
 - [Link to more.](#)
- [Eastside Portland Air Coalition \(A.K.A Inner SE/NE Air Quality\) Facebook](#)
 - **Comments:**
 - Help, we need YOU! For those of you out there who want to do something in regard to the air crisis in the Portland area, here are two things you can do this week that will make a difference: 1) Go to the Milwaukie City Council Meeting in regard to Precision Cast Parts or any of the other neighborhood meetings taking place this week (look at the side bar about upcoming events for details) 2) Help us spread the message in a visual form- [Mark Colman](#) needs people who will pose for some shots in his studio for some visuals he's creating. He needs people so please message him. It's only takes 10 minutes and he has everything set up. Only a few people have signed up for this. This is really an important messaging strategy that needs a variety of faces! Ex. 6 - Personal Privacy
 - I invite all concerned citizens to come to the Milwaukee City Council Meeting at 6pm March 1 to discuss the permit renewal of Precision Cast Parts, specifically the factory at 5001 SE Johnson Creek Blvd known as PCC Structurals. The DEQ permit is up for renewal in a month. We need to ask for an emergency public comment meeting with players involved and this City Council meeting is the place to start! The factory produces an almost 2 mile hot spot of arsenic and nickel. It also emits chromium, aluminum, and more into the air! This affects all of Portland! Please join together!
 - March 3, 2016 DEQ Clean Up Your Act. Event details: Please join members of our community as we rally around specific air quality demands, and hand deliver a letter to the Department of Environmental Quality. Participants are invited to bring signs and loud voices. We will meet on the southeast corner of Pioneer Square. "Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope, and crossing each other from a million different centers of energy and daring those ripples build a current which can sweep down the mightiest walls of oppression and resistance." ~ Ex. 6 - Personal Privacy

- Can I do soil test myself? Can anyone assist me w how/where to buy these? Also tests for myself & dog? Thank you! Just bought a house near Cleveland community field. Blessings xo
 - Here are the details on the legislature's proposed allocation to DEQ for the air toxics program. This request was included in the budget reconciliation bill (SB 5701) by the full Committee on Ways & Means on Thursday. If the Legislature approves SB 5701, DEQ will be allocated approximately \$2.5M in the remainder of the 2015–17 biennium (with some funds committed for 2017-2019) to fund 12 positions for additional monitoring and for the implementation of a health/risk-based permitting program for industrial emissions (that is very significant!), along with funding for monitoring equipment, legal costs, and outside professional services. This is a hugely important step in the right direction, and comes as a result of the public outcry by many people on this FB page. It is virtually impossible to change the budget at this late stage, since the Ways and Means Committee just shut down and we are headed into our final week of the 2016 session. But we are fortunate this was able to be included.... thank goodness for annual sessions - and for your activism. Please stay engaged to ensure the funds are spent wisely and that we use the next year to examine how to address the regulatory gaps at the federal, state, and local level, and how to prioritize funds for the following biennium, to be decided by the 2017 legislature.
- Oregon Air Toxics Program:** The Oregon Air Toxics Program is a statewide effort to reduce air toxics emissions from multiple sources across Oregon. It relies on the health based air toxics benchmarks adopted by the Oregon Environmental Quality Commission (which are revised periodically for new information). Monitoring is used to determine if benchmarks are met or exceeded. Air toxics that exceed the benchmarks, which many do, are analyzed and prioritized by DEQ for future action. In 2009, DEQ began the Portland Air Toxics Solutions study to better understand and address multiple air toxics in the metro area. Since the completion of the study, DEQ has been working to identify specific areas of concern and develop response actions. This funding request will ramp up existing work to focus on the immediate response to the cadmium, arsenic and chromium hotspots in Portland. In addition, it will allow DEQ to do more air toxics monitoring and analyses in the Portland metro area as well as elsewhere in Oregon. Another component of this request is to fund a rulemaking that will create a risk-based approach to air permitting for industrial sources. This money will be used for a rule writer, advisory group facilitation, and a consultant who can assist Oregon in developing and implementing risk-based rules. Over time, these additional resources will enable DEQ to modify existing air permits to be risk-based. Money will also be used to provide technical support to businesses to help them better understand the level of risk associated with their operations, their manufacturing inputs and determine if there are less toxics alternatives or more effective emission controls / operational changes. This request includes resources to support ongoing air toxics work in Portland and allows DEQ to expand efforts in other parts of Oregon. Other staff will be used to understand the results of the monitoring data, developing actions plans to reduce emissions, working with OHA and local governments on health risks, and assist in sharing information with the public and businesses. The Oregon

Air Toxics Program will typically monitor for all air toxics. However, the rulemaking and related business assistance will focus on industrial emissions. The overall intent of the program is to complement other existing DEQ efforts to manage air toxics from sources such as wood smoke and diesel. Air toxics monitoring and analysis resources. In order to investigate concerns about air toxics, in particular metals, DEQ needs resources for additional monitoring sites, data analysis and project oversight. The additional staff would allow DEQ to collect information to establish areas of concern state-wide, to prioritize those areas based on the information, to establish two new monitoring sites which sample for a full suite of air toxics that can be rotated around the state and to analyze the massive amount of DEQ collected data and any third party data that may come to DEQ. The request also includes two metals only monitoring sites that will be mobile. Moss collection and analysis: The recent toxics USFS monitoring study using moss collection showed DEQ how valuable their method can be. Moss is a natural pollution collection filter that is being used by the USFS to map pollutant levels in forests. DEQ would like to use this powerful method to map pollution levels in communities. The resulting pollutant maps would allow DEQ to zero in on pollutant hot spots quickly and accurately, enabling the agency to work with the regulatory community to effectively reduce health risk from air toxics. This method has been correlated with air toxics monitored data in Portland and can be used to create health risk maps in many Oregon communities. Follow-up air toxics monitoring can be done for shorter duration to verify the moss data and improve the risk maps. Air toxics and particulate assessment monitoring: DEQ needs additional monitoring resources to assess air toxic metals hot spots identified by the moss studies and the Portland Air Toxics Solutions model and to assess particulate matter risks at the same time. Currently, more locations need monitoring than DEQ has staff or equipment to deploy. In order to accurately assess the conditions at a location, monitoring equipment must be deployed and maintained for anywhere from as little as three months to as long as a year. Once enough data has been collected, we move the equipment to the next area of concern. The additional staff and equipment would allow DEQ to have two additional metals sites that can be run concurrently. The additional full air toxics sites would allow DEQ to monitor for metals along with volatiles, polyaromatic hydrocarbons and carbonyls/ketones. Currently, DEQ only has two full air toxics mobile sites that can be moved around. Due to the number of areas of concern and the length of time a site needs to operate, DEQ is limited in its ability to investigate multiple hot spots at once. The additional sites would be mobile and allow us to monitor more hot spots concurrently instead of waiting, potentially a year or more, before being able to provide monitoring data. These full range air toxics sites combined with the two metals only sites would allow multiple hot spots to be investigated in greater detail. Meanwhile, moss studies will be used to identify other areas of concern, which would warrant more detailed monitoring. A prioritized list of sites would be generated and used to guide the deployment of our air toxics monitors. Ambient monitoring coordinator/data analysis: DEQ has limited capacity to coordinate all ambient air quality monitoring efforts with EPA, DEQ regions and headquarters, other state and local agencies, and the public along with

analyzing all of the data that is generated from the sites and data supplied to DEQ from third parties. Another position is required to properly create comprehensive and vetted monitoring plans and to produce the information in a format that is useful for decision makers and the public.

This is a key position to ensure that we are continuously spending our resources collecting, analyzing and supplying timely and accurate information. Summary of resource request for monitoring:

Natural Resource Specialist 3 - for monitoring coordination and data analysis – full-time, permanent, beginning May 1, 2016

Natural Resource Specialist 2 (3 positions) - for field monitoring – moss and air toxics – full-time, permanent, beginning May 1, 2016

Chemist 2 - for sample analysis – full-time, permanent, beginning May 1, 2016

Chemist 3 - for sample analysis – full-time, permanent, beginning May 1, 2016

Capital Outlay – \$350,000 for field monitoring equipment in the 2015-2017 biennium and \$150,000 in the 2017-2019 biennium

Professional Services - \$40,000 in the 2015-2017 biennium for outside Laboratory analysis and \$60,000 in the 2017-2019 biennium. Rule making and program implementation resources. DEQ will, using our current statutory authority, expeditiously and thoughtfully craft an Oregon specific program through rule making that ensures industrial hot spots are sufficiently controlled. Like all rule making, it will be data and science driven and ensure input from communities, health agencies and regulated parties to help define the specifics of this program. Geographic area, levels of protectiveness and timeline for implementation will be considerations of this robust program. The program will also provide a platform for discussion with local governments about their potential roles and levels of formal or informal involvement. Summary of resource request for rule making, technical assistance, data analysis, coordination and communication positions: Principal Executive Manager E – permanent, full-time, begins May 1, 2016 - Supervise the Oregon Air Toxics program staff. Focus on planning for statewide program implementation and vision; high level stakeholder engagement; agency spokesperson for topic area; interaction and alignment with permitting needs; ensure communication with and alignment to regional needs and activities.

Program Analyst 3 – permanent, full-time, begins May 1, 2016 –

Stakeholder coordination for rulemaking; principal rule writer; work with manager for planning program implementation; liaison to OHA on data interpretation and health messaging; liaison to local governments.

Natural Resource Specialist 4 – permanent, full-time, begins May 1, 2016 – in consultation with laboratory staff, reviews monitoring data and results and uses this information to prioritize efforts by the Oregon Air Toxics Program to adequately regulate sources of air toxics, coordinate with other agencies (especially OHA), and assist businesses in managing and reducing air toxics emissions.

Natural Resource Specialist 3 – permanent, full-time, begins May 1, 2016 – position provides direct technical assistance to sources on permit requirements and emission reduction processes and technologies.

Operations and Policy Analyst 1 – permanent, full-time, begins May 1,

2016 - position provides technical and administrative support for the section including advisory committees, coordinating communications, meetings, meeting minutes and general rule development.

Public Affairs Specialist 2 – permanent, full-time, begins May 1, 2016 – coordinates all communications for the program with the public and businesses including press releases, web, social media, documents and reports.

Professional Services - \$200,000 – provides funding for a facilitator for the rulemaking and a national expert to advise on industrial control technologies.

Attorney General fees - \$100,000 – legal costs will be extensive as DEQ develops rules for a ground-breaking program.

- **AirAdvocacy (Facebook)**

- **Comments:**

- Oregon Representative Rob Nosse drops in on a meeting of the Eastside Portland Air Coalition today...<https://youtu.be/lgoiqkp1lms>
 - "The sample at Cleveland High School tested at 36 times the state's safety guidelines for arsenic and 11 times the threshold for lead... It's also possible it's a false hot spot" [Link to Oregonian article](#).

- **South Portland Air Quality (Facebook)**

- **Comments:**

- [Event page](#) for Tuesday's Milwaukie City Council meeting created by allies in Eastside Portland Air Coalition.
 - [DEQ: Clean Up Your Act](#). Please join members of our community as we rally around specific air quality demands, and hand deliver a letter to the Department of Environmental Quality. Participants are invited to bring signs and loud voices. We will meet on the southeast corner of Pioneer Square. "Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope, and crossing each other from a million different centers of energy and daring those ripples build a current which can sweep down the mightiest walls of oppression and resistance." ~ Ex. 6 - Personal Privacy
 - [Mark Donegan: Portland's manufacturing da Vinci?](#)
 - Ex. 6 - Personal Privacy just posted this in a comment from another post: "Questions to ask every official we talk to: what is the emergency plan in case there is a HazMat incident at PCC? Do firefighters have the information they need? Does the community? Where are the MSDS (Material Safety Data Sheets) from Precision Castparts?" These are really important questions for our community. As you make calls and write letters please be sure to ask about the safety measures.
 - [Thursday night at Benson. Debate on Portland's environmental priorities](#).
 - [\(EPA\) Eastside Plating](#) - I post this because they are in the area and plating companies are notorious dirty industries. What companies report discharging and what they really do discharge can be different, intentionally or not.
 - [\(EPA\) Precision Cast Parts'](#) right to know toxics release inventory.

- We've made some progress in getting a Tubman/Cleveland style meeting for our area. We are working with the county on the details. I'll post the date and info as soon as everything is firmed up. Stay tuned!
- Eat pizza & discuss clean air – event.
- "DEQ officials say they have not yet received validated moss data for lead and nickel from the Forest Service. When the final data is available, the agency plans to do additional air monitoring. At a legislative hearing Tuesday, DEQ's Pedersen acknowledged another metals hotspot near Precision Castparts in Southeast Portland" [Link to article](#).
- To my mind there are 4 important questions to ask all officials and those concerned like the media: 1. Is PCP polluting? (I believe the answer can be shown to be yes.) 2. Can they stop polluting? (I don't know. I posted earlier an EPA brochure about metal cast parts pollution and how to filter it.) This would include constant fence post monitoring of pollution and records that are available to the public. 3. If Number 2 cannot be answered, who has the authority to stop them from polluting by stopping their production or asking them to move to an area without such a high population density. 4. If they cannot be persuaded to stop polluting and public officials will not help us what legal recourse do we who live in the area have?
- Check out this site! The Emergency Planning and Community Right-to-Know Act (EPCRA) was passed by Congress in response to concerns regarding the environmental and safety hazards posed by the storage and handling of toxic chemicals.
- Hello neighbors! I am a 30 year pro photographer and am shooting an air pollution awareness campaign in the style of the highly successful one I created with Clean Water Portland in 2013. If you or anyone would like to tell their story please check out the details on the event page. Feel free to PM me to schedule a time. This will help put a human face on our crisis. NOTE: I will be shooting most afternoons this week. [Link to event](#).

Hashtags

- It does not yet appear that any one hashtag has been adopted for this issue.
 - Eastside Portland Air Coalition group is discussing the following options:
 - [#airmatters](#)
 - [#EPAC2016](#)
 - [#EPAC](#)
 - [#breathclean](#)
 - [#cleanairpdx](#)
 - [#cleanairmatters](#)
 - [#filtrateorvacate](#)
 - [#bagthatstack](#)